

# MISSION NOTICE

## USAID Nairobi Complex

**NOTICE NO:** 12 – 15

**DATE:** May 30, 2012

**SUBJECT:** **EMPLOYMENT OPPORTUNITY – VACANCY FOR DEVELOPMENT  
OUTREACH & COMMUNICATION SPECIALIST, OFFICE OF POPULATION  
& HEALTH (OPH), USAID/KENYA**

**OPENING DATE:** Immediately

**CLOSING DATE:** June 13, 2012

**Office:** Office of Population & Health

**Title:** Development Outreach & Communication Specialist

**Grade:** GS-13 (Local Hire)

**Who May Apply:** Qualified U.S. Citizens currently residing in Kenya and Eligible Family Members.

### **BACKGROUND:**

The President's Emergency Plan for AIDS Relief (PEPFAR) initiative is the largest commitment ever by a nation toward an international health initiative for a single disease. Completing its first five-years, PEPFAR is a \$15 billion, multifaceted approach to combating the disease in more than 100 countries around the world. The strategy places an intensified approach on 15 focus countries in Africa, the Caribbean and Asia that represent approximately half the world's infections. The goal of the PEPFAR is to treat 2 million HIV-infected individuals, prevent 7 million new infections and to provide care and support for 10 million HIV-infected individuals and orphans. Although the five-year PEPFAR authorization ended in 2008, PEPFAR II reauthorization continues for five more years. Kenya is the second largest of the 15 focus countries in terms of funding. Today, over 500,000 Kenyans benefit from ARV drug treatment support, and an estimated 600,000 orphans receive a packet of care. Under PEPFAR, Kenya received over \$400 million in FY11 to support a comprehensive HIV/AIDS prevention, treatment, and care program. The President's Malaria Initiative (PMI) started in FY08 and continues to be the second largest component of the robust USAID health portfolio. Funding levels for all health accounts allocated to the U.S. Agency for International Development (USAID) for FY11 is approximately \$402 million. USAID/Kenya's Office of Population and Health (OPH) is an integrated program that combines, HIV & AIDS, child survival, malaria, tuberculosis, and population and maternal and child health activities. The Office of Population & Health (OPH) is staffed by 38 FTEs, the majority of whom are Kenyan public health experts.

In Kenya, a consortium of United States Government (USG) agencies is charged with coordinating and managing PEPFAR under the leadership of the U.S. Ambassador. These agencies include USAID, the Centers for Disease Control and Prevention (CDC), the Peace Corps, the Department of State (DOS), and

the Department of Defense (DOD). The goal is to develop and implement one coherent USG HIV/AIDS program in Kenya, combining the comparative strengths and capabilities of all the government agencies. The Chief of Mission,(COM) provides overall guidance to the interagency team and the PEPFAR Coordination Office facilitates complementarities among the various activities by the USG agencies, host government, and other HIV/AIDS donors in Kenya.

#### **BASIC FUNCTION OF POSITION:**

The Development Outreach and Communications (DOC) Specialist is responsible for providing communications support to the USAID/Kenya OPH Team, in order to support strengthening the capacity to implement the operational plan for comprehensive HIV/AIDS care, management, and treatment for Kenya, as well as all other OPH activities. He/she is also responsible for coordination of ongoing public outreach activities of OPH in this area. The DOC Specialist will research and prepare relevant communications material. He/she serves as the primary point of contact and liaison for the Mission, in close collaboration with the USAID/Kenya Mission DOC Specialist and U.S. Embassy Public Affairs Office, with local and international media. The DOC Specialist will support the OPH Team in managing activity and project inaugurations and agreement signings, and will serve as one of the principal contacts between the Mission and the USAID/Washington Legislative and Public Affairs Office (LPA), and between USAID/Kenya and the Embassy/Nairobi Public Affairs Office (PAO).

#### **DUTIES AND RESPONSIBILITIES:**

##### **a. Media Relations: 15%**

The DOC Specialist is responsible for maintaining a current list of all media contacts and data. He/she handles all logistical details for arranging media interviews. He/she works with USAID and implementing partner (IP) websites to provide USAID/Kenya activity and story material. He/she assists Specialists in the preparation of summaries of significant articles and broadcasts, and monitors media trends that affect the USAID health programs. The incumbent maintains frequent and close contact with counterparts in the Kenyan media, the Embassy PAO, and the USAID/Washington Legislative and Public Affairs Office. He/she assists in arranging interviews, briefings, and tours of OPH programs for VIPs, dignitaries, and members of the media, and keeps records of such activities. He/she keeps abreast of OPH events and daily press, related to the OPH portfolio, to ensure appropriate press coverage is provided. The DOC Specialist identifies potential program/project sites for media coverage, and works with the Embassy PAO to expand opportunities for coverage of OPH activities, including print media, television, and radio.

##### **b. Public Events and Activities: 15%**

The incumbent serves as an event coordinator with regards to press and launch functions, inaugurations, signing ceremonies, and VIP and site visits, handling a wide range of logistical responsibilities that include, but are not limited to,: drafting press releases, developing schedules and itineraries, organizing meetings, creating appropriate guest lists and seating arrangements, acquisition of information and data from the press corps, processing press release clearances and approvals; drafting speeches, talking points; and related material; sending thank you letters to those in attendance, etc.

The DOC Specialist attends events to monitor content and activities, distribute press clips to targeted audiences, and compile press registration details and contact data for post-event follow-up.

**c. Publicity Material: 40%**

The DOC Specialist assists in drafting and reviewing proposed speeches, video footage on program/project activities, technical materials, brochures, press releases, fact sheets, booklets, handouts, signs, and other public relations materials to evaluate quality, sensitivity to local culture, and accuracy of content. The incumbent maintains a current log of fact (site) sheets. He/she ensures that all materials meet USAID branding guidelines. Periodically schedules a review of Mission communication materials, to revise for updates, and to assure they are user-friendly for the public. He/she assists with USAID/Washington needs for information, and regularly supplies material that can be used in official speeches and other public messages. Manages the preparation and updating of profiles, which must be coordinated with Mission staff.

**d. Editorial Drafting and Quality Control: 20%**

The DOC Specialist provides technical writing and editorial assistance to the OPH Team, and to the Mission, as it works to further health objectives. He/she assists in the drafting of the Country Operational Plan, Malaria Operational Plan, other annual reports, yearly funding requests, and other required documents as necessary to assist OPH Team and Mission decision makers.

The incumbent reports and other material, and prepares selections from articles on behalf of OPH Team activities. He/she assists in the review and editing of official reports, correspondence, other necessary Mission documentation, and of website content, to ensure that all documents are accurate and meet Mission and USAID quality standards. He/she provides recommendations on revisions, reprinting, or other appropriate actions when necessary.

**e. Maintenance of USAID/Kenya Website: 10%**

Working with AID/Washington, the incumbent maintains and keeps up portions of the USAID/Kenya external website, assuring that OPH will have optimal impact on providing information about OPH activities, and its programs/projects, for a wide range of audiences.

**Performs other duties as assigned or required.**

**REQUIRED QUALIFICATIONS:**

*Any application that does not meet the minimum requirements stated below will not be evaluated.*

*Only short listed applicants will be contacted. If you have not been contacted within one month from the closing date of this advertisement, please consider your application unsuccessful.*

- a. Education:** A Masters degree in journalism, communications, international relations or development, public administration, or a related field is required. However, a Bachelors degree and ten (10) years of experience, in lieu of a Masters degree, will be considered for the position.
- b. Experience (40%):** At least five (5) years (with a Masters degree) or ten (10) years (with a Bachelors degree) of progressively responsible experience in public affairs, technical writing, or in related fields is required. Such work experience in a health-related area is strongly preferred. Previous work experience with the USG, or with another international development organization is highly desirable.
- c. Post Entry Training:** Familiarization training in USAID and USG-specific press procedures, regulations, and methods. Orientation to performing public relations work from a donor-Agency perspective, etc., will be provided. Formal courses offered for USAID staff, as appropriate; and

courses, seminars, conferences, and other activities in fields related to the function and needed to maintain and update qualifications as they become available, subject to availability of funds.

- d. **Language:** Level IV (fluent) English writing, speaking and listening proficiency is required. Knowledge of the structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar is required.
- e. **Knowledge (30%):** Thorough knowledge of USG activities, projects, and programs, and USAID/Kenya and Embassy/Nairobi press policies. Extensive knowledge of: local electronic and print media, their areas of interest and reliability, and deadlines; Kenyan political, economic, social, and educational structures; Kenyan institutions, political parties, and key figures in the mass media, the professions, government, cultural, educational, labor, and business circles.
- f. **Skills and Abilities (30%):** The incumbent must have outstanding organizational and planning skills, and the ability to multi-task. Excellent interpersonal and communication skills are required. The incumbent will have to convince people to make specific actions a priority in their already busy work schedules. The incumbent must be able to deal with people at all levels within Kenya, neighboring countries, and the USG, and be able to deal with each in a polite, professional, and informative fashion. The incumbent must be able to explain USG rules and policies to others, and to do so clearly. Good working knowledge photo, video, and desktop editing software and Microsoft Office Suite is required. Knowledge of digital still and video cameras and photography skills desired.

#### **POSITION ELEMENTS:**

- a. **Supervision Received:** The incumbent will be directly supervised by the Director USAID/Kenya Office of Population and Health. Assignments are made orally and in writing. The work is subject to review to ensure compliance with USAID policies and procedures. The incumbent works under the general supervision of the Director/Deputy Director, USAID/Kenya Office of Population and Health. Assignments are made orally and in writing. Most assignments occur in the normal course of work, but the incumbent is required to maintain close contact with the Director of the OPH to determine those activities that must be coordinated with others within, and outside, the Office. The supervisors provide a review of the assignment, the goals and objectives to be achieved, and the results expected. The incumbent will seek advice and assistance as required. Work is reviewed in terms of results achieved
- b. **Available Guidelines:** Available guidelines include OPH, USAID/Kenya and Embassy/Nairobi press policies, USAID Fact Sheets, the PEPFAR Country Operational Plan, the Malaria Operational Plan, USAID Mission Orders, the Automated Directive System (ADS), relevant reports, press-guidance cables, notices and e-mails from USAID/Washington, and other sources and oral guidance from the supervisor and other senior staff members.
- c. **Exercise of Judgment:** The DOC Specialist is expected to exercise well-considered and mature judgment. The DOC establishes priorities independently, identifies problem areas, determines solutions, and takes action. The incumbent may receive direct tasking from the Office of the Mission Director, and is expected to keep the supervisors apprised and to seek additional guidance and assistance when needed.
- d. **Authority to Make Commitments:** The incumbent must take action and establish priorities based on available guidelines and professional judgment. Guidance should be sought when needed, and the supervisors informed of progress and status. The incumbent may negotiate *ad referendum* for the supervisors.

- e. **Nature, Level, and Purpose of Contacts:** The incumbent should have a full range of contacts within USAID/Kenya, at all levels. Within USAID/Washington, contacts are primarily the Office of Health, the Kenya Desk Officer and Officer-in-Charge, and with LPA. Within Embassy/Nairobi, contacts are with PAO, and on occasion the Deputy Chief of Mission (DCM) and Ambassador, as required. Within CDC, contacts are the Country Director and DOC. Host-government contacts vary with the nature of the event, or the information being sought, and can be at the village or municipal levels, or higher. He/she maintains contact with local and international electronic and print media, in support of OPH HIV/AIDS Team, and USAID/Kenya activities, projects, and program implementation, through press events and information gathering and dissemination.
- f. **Supervision Exercised:** Supervision over the work of others is not contemplated.
- g. **Time Required to Perform the Full Range of Duties:** One year.

**NOTE:**

Current USG employees must meet the "time-in-grade" requirement of 52 weeks in the previous lower grade to qualify for the position at the level in this vacancy announcement or be at the same grade for which the position is being recruited. Applicants who meet the job qualification requirements but not the "time-in-grade" requirement may be considered for the position but will have to abide by the in-grade requirement prior to being considered for the next higher grade. In addition the employee must have received a Personnel Evaluation Report (PER) during the most recent rating period which clearly indicated the employee is ready and capable of assuming a more responsible position.

**HOW TO APPLY:**

Current USG employees should submit a memo explaining their qualifications against our requirements, updated resume/curriculum vitae, copies of all relevant academic certificates, and the most recent Performance Evaluation Report (PER) to the Human Resources Office stating their interest.

External applicants should submit an application letter outlining their qualification for the position, updated resume/curriculum vitae, and copies of all relevant academic certificates to the Human Resources Office.

Please note that this position has also been advertised in the local *Daily Nation* and *The Standard* newspapers and at <http://kenya.usaid.gov/employment-opportunities>.

Note: Incomplete application packages will not be considered.

All applications must reach the USAID Human Resources Office, Ground Floor, by COB June 13, 2012 at the following address:

[www.myjobsinkenya/usaid](http://www.myjobsinkenya/usaid)

or

The Human Resources Office  
USAID, P.O. Box 629, Village Market 00621, Nairobi, Kenya  
Re: DOC Specialist, OPH/USAID/Kenya

EXO: \_\_\_\_\_

